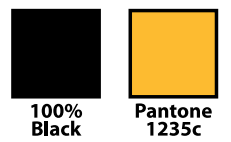


BEVELED KONG LOGO USAGE GUIDELINES



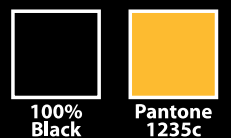
Beveled Kong logo, Dimensionalized for maximum impact.
For use in Ads, Website, Sell Sheets, Brochures etc. on all color backgrounds.

FLAT KONG LOGO USAGE GUIDELINES ON LIGHT BACKGROUND



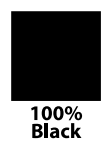
This is the logo that will be used when a flat logo with no gradation will be best (Used on silk-screens, embroidery etc.)

FLAT KONG LOGO USAGE GUIDELINES ON DARK BACKGROUND



The colors are switched when the flat logo is used on a dark background.

FLAT, SINGLE COLOR KONG LOGO USAGE GUIDELINES



For use in black and white printing.

BORDERLESS LOGO USAGE ON PRODUCT ONLY



Borderless logo used only on product.

INCORRECT LOGO USAGE



Dark usage logo on light background



Light usage logo on dark background